



# Registration *Information*



ONE BBSCON



**ATLANTA**  
AUGUST 17-21, 1994



# A Special Invitation to the

## ONE BBSCON



## ATLANTA

AUGUST 17-21, 1994



**Phil Becker**

Secretary/Treasurer, ONE, Inc.



**Jack Rickard**

President, ONE, Inc.

The **Online Networking Exposition and BBS Convention (ONE BBSCON)** has emerged over the past three years as one of the brightest stars in the trade show universe - and for the very best of reasons. It has been superbly effective in providing attendees with the two things they most want in an educational gathering - hard, useable information; and an opportunity to network with the industry players in one of the most exciting arenas of today's technology.

Last year, **ONE BBSCON** presented some 137 in-depth educational sessions and seminars in three days - a presentation schedule so hectic no other trade show organizer even attempts it. This effort to encapsulate the hundreds of areas of online activity that comprise the current explosion in PC communications resulted in as many as eleven seminars occurring at any one time covering everything from satellite delivery to ISDN, building communities online to Internet connectivity issues, from attracting callers, to making problem callers go away, from copyright issues and pornography to telecom in education - and all

of it on a how-to, what-to, when-to, and why-to level - no happy talk or visionary thinktank babblegobble. This year, the community promises to deliver exceptional low-cost solutions to worldwide Internet connectivity for PC-based bulletin boards - a connectivity solution at an absurdly low price. And nearly 250 product vendors are hoping to show their newest connectivity product rollouts designed specifically to make a splash at this one show. If you want to know how to do it online, you'll find it somewhere in the halls of **ONE BBSCON**.

The second benefit of **ONE BBSCON** is, of course, the networking. The deal making in the halls and hospitality suites of **ONE BBSCON** reaches such a fevered frenzy of entrepreneurial energy - 24 hours per day from Wednesday to Sunday, that just being in the room with it will leave you weak in the knees - literally. From behemoths like Rockwell International, IBM, AT&T, Hayes Microcomputer Products, and MCI, to single line BBS operators, tiny software development companies, and third-grade school teachers, all claim



to have "discovered" this one convention as the pre-eminent networking opportunity of the year.

Aside from who's selling what to whom, you'll see educators swapping notes with teen-age software developers, federal government BBS administrators picking up tips from home-based BBS entrepreneurs, Internet service providers waving their arms at BBS software developers, IRS managers huddled with CompuServe forum administrators, shareware software developers talking with credit card merchant account representatives, and attendees from some 30 countries all seeking to find that one piece of the puzzle they need to take back home with them to make their online service successful. Judging from the number of new product and industry announcements directly traceable to last year's convention, it is utterly clear that they are finding it. And each and every attendee takes home just a bit more than they brought with them.

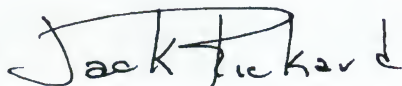
But aside from these two concrete benefits, **ONE BBSCON** has a third element you must experience at least once to comprehend. It is a form of energy - an energy of enthusiasm borne of being a key part in the birth of an exciting new industry that has the potential to change the world. While the rest of the world buzzes about in mixed *confusion* over the "coming National Data SuperHighway," the "National Information Infrastructure," and the joys of "CyberSpace," **ONE BBSCON** attendees represent the online construction workers who are actually building it today where it matters - at the precise point where an individual computer user connects to

the online world. It is exactly where the "rubber meets the road" on this otherwise ethereal data highway, and these are the people who have to ANSWER questions NOW from callers who've made that first connection and demand to know.

There will likely be several hundred hastily cobbled-together seminars, conventions, and events held this year on the Internet, the National Data SuperHighway, bulletin boards, and variations on the theme. It's a hot topic and everyone's getting onboard. Attend all of them if you've the time. We're confident that if you do, **ONE BBSCON** this August will STILL be your FIRST real point of contact with the techniques, information, technology, and people you'll need to prosper, profit, and thrive on this future byway of commerce.

But if you've time for only ONE trade show this year, find someone who has already successfully realized their dream of building that successful BBS at home and escaped the corporate job track forever - or the hero in your own company (or your competition's) that turned the world around with an inexpensive PC in a closet that now out-produces some company departments. Find that BBS operator that already offers global Internet e-mail and ftp connections, and ask them directly. Chances are they DID attend **ONE BBSCON** last year and they won't stutter with the answer - "There's only one - **ONE BBSCON**."

This year's **ONE BBSCON** in Atlanta Georgia promises to be the biggest and the most exciting international gathering of BBS operators in history. We invite you to join us.



Jack Rickard, President  
ONE, Inc.



Philip L. Becker, Secretary/Treasurer  
ONE, Inc.



# SPECIAL AFFILIATIONS FOR THIS YEAR'S EVENT

This year, ONE BBSCON will broaden to include a number of thematically complementary groups, including several larger commercial services who will hold their own team building meetings of forum administrators and "sig-ops" within ONE BBSCON.

Additionally, Ziff Davis Interactive (formerly Ziff Desktop Information) is holding their annual Summer Shareware Seminar at ONE BBSCON. This important annual seminar has successfully drawn together hundreds of shareware authors and entrepreneurs each June for a three-day networking and educational event. The Summer Shareware Seminar provides shareware developers, vendors and others with a unique opportunity to network and trade ideas and techniques for writing, distributing, marketing and growing shareware products.

The symbiotic relationship between shareware software developers and electronic bulletin boards reaches back to the beginning of both shareware as a distribution technique, and the very early developments in electronic bulletin boards. Perusing the tens of thousands of shareware products available and downloading files from bulletin boards remains one of the most popular activities on any electronic bulletin board or online service. And thousands of software development entrepreneurs have gotten off the ground using the low cost distribution techniques that are part of the shareware model.

Today shareware is distributed on CD-ROM, via disk vendors, and increasingly through retail distribution channels. But the symbiotic relationship between shareware developers and BBS operators remains a big part of both worlds.

This year, Ziff Davis Interactive joins ONE, Inc. to bring these two worlds together in Atlanta by holding the Summer Shareware Seminar in conjunction with ONE BBSCON. Educational seminars will examine the issues, challenges, and opportunities facing today's shareware entrepreneur. In addition, special events will provide SSS attendees with the all-important networking and business opportunities available only at the SSS - the largest gathering of shareware professionals in the US.

Ziff Davis Interactive is also pleased to announce that PC Magazine will cosponsor the first annual PC Magazine Shareware Awards. A special banquet will be

*"Nicht umsonst gilt die Telekommunikation als grösster Wachstumsmarkt der kommenden Jahre - ein Eindruck, der sich auf der «ONE BBSCON» vollauf bestatigte."*

**Gerald Meier**  
Telematik Magazine  
Germany

## ONE BBSCON 1994 PRELIMINARY CONFERENCE AGENDA

INFORUM at the Atlanta Market Center  
Headquarters Hotel: Atlanta Marriott Marquis

### Wednesday, August 17, 1994

8:00 am - 6:00 pm	Exhibitor Registration open
11:00 am - 7:00 pm	Attendee Registration open
7:30 pm - 10:30 pm	Welcome Reception in the INFORUM Atrium

### Thursday, August 18, 1994

7:00 am - 6:00 pm	Exhibitor Registration open
7:00 am - 6:00 pm	Attendee Registration open
9:00 am - 11:30 am	Welcome, Opening Session
12:00 nn - 1:30 pm	Lunch
2:00 pm - 5:00 pm	Seminars
2:00 pm - 6:00 pm	Exhibits open
3:00 pm - 3:30 pm	Coffee break

### Friday, August 19, 1994

7:00 am - 6:00 pm	Exhibitor Registration open
7:00 am - 6:00 pm	Attendee Registration open
9:00 am - 6:00 pm	Seminars
9:00 am - 6:00 pm	Exhibits open
10:00 am - 10:30 am	Coffee break
12:00 nn - 1:30 pm	Lunch
3:00 pm - 3:30 pm	Coffee break
7:00 pm - 11:00 pm	ZDI/PC Magazine Shareware Awards Banquet (optional dinner event)
8:00 pm - 1:00 am	Vendor Hospitality Suite Promenade (10th floor of Marquis Hotel)

### Saturday, August 20, 1994

7:00 am - 6:00 pm	Exhibitor Registration open
7:00 am - 6:00 pm	Attendee Registration open
9:00 am - 6:00 pm	Seminars
9:00 am - 6:00 pm	Exhibits open
10:00 am - 10:30 am	Coffee break
12:00 nn - 1:30 pm	Lunch
3:00 pm - 3:30 pm	Coffee break
7:00 pm - 11:00 pm	Dvorak Awards Banquet (optional dinner event)

### Sunday, August 21, 1994

8:00 am - 12:00 noon	Exhibitor Registration open
8:00 am - 12:00 noon	Attendee Registration open
9:00 am - 12:00 noon	Seminars (Conference adjourned)
10:00 am - 10:30 am	Coffee break



## **KEYNOTE SPEAKER, EXECUTIVE ADVISORY BOARD, and OPENING SESSION**

In order to ensure ONE BBSCON represents the widest possible range of online activity and does so in a manner useful and valuable for attendees, we use an executive advisory board structure to provide input and suggestions on the educational and presentation aspects of ONE BBSCON. This year's Executive Advisory Board includes:

### **Dennis C. Hayes**

Hayes Microcomputer Products, Inc.  
PO Box 105203  
Atlanta, GA 30348

### **Michael Greenbaum**

Prodigy Services Company  
445 Hamilton Avenue  
White Plains, NY 10601  
E-mail: ftxn53a@prodigy.com

### **John C. Dvorak**

PC Magazine  
751 Gateway Ave.  
Albany, CA 94706  
E-mail: 72241.47@compuserve.com

### **Jim Harrer**

Mustang Software, Inc.  
PO Box 2264  
Bakersfield, CA 93303  
E-mail: jim.harrer@mustang.com

### **Jim C. Warren**

Microtimes  
345 Swett Road  
Woodside, CA 94062  
E-mail: jwarren@autodesk.com

### **Stan Hirschman**

Odyssey BBS  
7244 Cornelia Drive  
Edina, MN 55345  
E-mail: mnwk58a@prodigy.com

### **Dave Hughes Sr.**

Old Colorado City Communications  
6 N 24th Street  
Colorado Springs, CO 80904  
E-mail: dave@oldcolo.com

### **Scott Brinker**

Galacticomm, Inc.  
4101 SW 47th Ave., Suite 101  
Fort Lauderdale, FL 33314  
E-mail: brinker@gcomm.com

### **Lance Rose**

LOL Productions  
87 Midland Avenue  
Montclair, NJ 07042  
E-mail: 72230.2044@compuserve.com

held on Friday evening, August 19th at ONE BBSCON. These awards will provide for the first time national coverage and prominence for the shareware industry. PC Magazine's sponsorship of the awards recognizes the depth, breadth and quality of shareware today, as well as the professionalism of the shareware industry.

The second major affiliation for this year's event revolves around large online network services. Additionally, we are working with a number of other online services such as Prodigy Services Corp. and others to host special meetings for their BBS moderators. ONE BBSCON '94 promises to be the year that ALL sysops from a wide variety of services come together in the same place at the same time.

## **REGISTRATION AND WELCOME**

Registration and a welcoming reception for ONE BBSCON '94 starts Wednesday, August 17th. The convention officially opens with a general session at 9:00 AM, Thursday, August 18th. This session will include addresses by each of the EAB members, and a keynote address by Dennis C. Hayes, President of Hayes Microcomputing Products, Inc.

## **ONE BBSCON SEMINARS**

The Online Networking Exposition and BBS Convention has two primary features of interest to attendees. A 100,000 square foot vendor exhibit trade show area allows software, hardware, and networking vendors to show off the very latest in PC communications technology. But ONE BBSCON is primarily an educational event. Last year's show featured some 144 notable speakers participating in 137 educational seminars. At any one time, as many as eleven sessions were going on simultaneously - an educational track of sessions that would ordinarily comprise any normal three day convention occurs EVERY HOUR at ONE BBSCON.

This year's event promises an even greater cornucopia of seminars and educational sessions, with more hands-on workshops and more panel discussions than ever before. The Atlanta Market Center's INFORUM facility affords us some 17 assembly rooms, equipped with the most modern audio/visual equipment available.

*"ONE BBSCON gives us the opportunity to get our software engineers out of the office and in front of our customers. Our Wildcat! Sysops love to be able to talk one-on-one with these guys and bend their ear on the features they need the most. Our Engineers come back charged up ready to work wonders! We would not miss ONE BBSCON, it is the year's hottest event!"*

**Jim Harrer**  
President/CEO  
Mustang Software, Inc.



## A partial sampling of last year's ONE BBSCON speakers includes:

Adam Strack .....	U.S. Robotics, Inc.	Jim Pierce .....	SWARE Online Services.
Alan Bryant .....	eSoft Inc.	Jim Warren .....	Microtimes
Alan Clark .....	Hayes Microcomputer Products	Joe Overholt .....	Planet Systems, Inc.
Alan Heflich .....	Arizona Macintosh Users Group	John C. Dvorak .....	PC Magazine
Alex Hopmann .....	ResNova Software, Inc.	John Coate .....	The WELL
Andrew Milner .....	Wantree Development, Inc.	John Friel III .....	Qmodem
Andy Keeves .....	Executive Network	John McAfee .....	McAfee Associates
Angelo Stephano .....	Rockwell International	John Rckey .....	Wantree Development, Inc.
Angus Dun .....	Franklin County Tech. School	Joseph A. Rotella .....	Z/MAX Computer Solutions, Inc.
Anne Branscomb .....	Harvard University	Joseph Martin .....	Online Computer Resources
Anthony T. Easton .....	Easton Laboratories	Karl Schneider .....	US Dept of Agriculture ALF BBS
Ben Cunningham .....	Nashville Exchange	Kevin Behrens .....	Aquila BBS
Ben Templin .....	Ziffnet/Mac	Key Royer .....	Dept. of Commerce NTIS
Bernard Aboba .....	Berkeley Mac User Group	Kimon Paphadjopoulos .....	Information Access Technologies
Bill Gram-Reefer .....	WORLDVIEW	Lance Rose .....	LOL Enterprises
Bill Schneck .....	Prodigy Services Company	Larry Wood .....	Go Graphics Group/CompuServe
Bob Baskerville .....	MMB Development	Len Anderson .....	ResNova Software, Inc.
Bob Davis .....	TEAM NET/Naval Surface Warfare	Leonard Rosenthol .....	Aladdin Systems
Brad Clements .....	MurkWorks	Lloyd Brodsky .....	Univ of Colo Business School
Brenda Donovan .....	Pacific Rim Information BBS	Mark "Sparky" Herring .....	QMail Deluxe
Brendon Woirhay .....	Lexicon	Mark Graham .....	Pandora Systems
Brian Stephens .....	Galacticomm Inc.	Mark Hayton .....	ResNova Software
Britt Bassett .....	The Root Group Inc	Martin P. Belcke .....	Hackers World BBS, Inc
Bruce Bodger .....	Wantree Development, Inc.	Maury Markowitz .....	Softarc, Inc.
Cheryl Gerber .....	InfoWorld	Michael Allen .....	Computer Productions/Odyssey
Chris Ambler .....	Fubar Systems	Michael Bean .....	Arizona Macintosh Users Group
Cliff Figallo .....	Electronic Frontier Foundation	Michael Chapman .....	Quarterdeck Office Systems
Dan Hanson .....	Parallax Development Corp	Michael Greenbaum .....	Prodigy Services Company
Dan Linton .....	Software Creations	Mike Godwin .....	Electronic Frontier Foundation
Dave Hughes .....	Old Colorado City Comm.	Mort Sternheim .....	University Of Massachusetts
Dave Kennedy .....	Deloitte & Touche	Nancy Bolt .....	CO State Library/Adult Ed.
Dave Schargel .....	Aladdin Systems	Norm Henke .....	PC-Ohio
Dave Whittle .....	IBM	Norman Gillaspie .....	PageSat
David Carlson .....	The Albuquerque Tribune	Pat Clawson .....	Public News Corp.
David Coursey .....	PC Letter	Phil James .....	DataStorm Technologies, Inc.
David Hicks .....	Symantec	Phil Katz .....	PKWARE, Inc
David Johnson .....	Wilmer, Cutler & Pickering	Philip L. Becker .....	eSoft, Inc.
David Jones .....	Teleflora Credit Card Services	Randy Cooper .....	Hayes Microcomputer Products
David Terry .....	Clark Development Company	Randy Harris .....	Harris Technology Assoc
Dean Kerl .....	Datasafe	Rob Kolstad .....	Berkley Software Design Inc
Dennis C. Hayes .....	Hayes Microcomputer Products	Roy Pereira .....	Merlin Systems
Dennis Fowler .....	Ziff-Davis Publishing	Roy Timberman .....	Sound Advice BBS
Dr. Vinton Cerf .....	The Internet Society	Rusty Tucker .....	Spyder Island Software
Dr. Walt Copley .....	Metropolitan State College	Sam Robertson .....	Mustang Software, Inc.
Ed Lyell .....	Colorado Board of Education	Scott Brinker .....	Galacticomm Inc.
Erik Delfino .....	ALIX II, FEDLINK BBS	Seth Hamilton .....	Hamilton TeleGraphics, Inc
Eugene Lott .....	University of New Mexico	Shari Steele .....	Electronic Frontier Foundation
Frank LaRosa .....	Searchlight Software	Simon Clement .....	Datasafe
Fred Clark .....	Clark Development Company	Skip Potter .....	Crystal Vision, Inc.
George Thornally .....	Bailey Thornally, Inc	Stephen J. Cunningham .....	Northern Telecom
Greg Eichman .....	CompuServe, Inc	Steve Laliberte .....	General Videotex Corp.
Greg Hewgill .....	Mustang Software, Inc.	Steve Neal .....	Public Data Network
Greg Ryan .....	EXEC-PC	Susan Bloom .....	The Business BBS
Guy Cook .....	Colorado SuperNet	Ted Nelson .....	Xanadu World Publishing Repos.
Helen Sternheim .....	University Of Massachusetts	Terry Donohoue .....	I.R.S. Denver District
Herb Rose .....	INFO*SHARE, Inc	Tim Pozar .....	Late Night Software
Jack DaQuano .....	Northern Telcom	Tim Stryker .....	Galacticomm Inc.
Jeff Reeder .....	Telegrafic Communications, Inc	Tony Zuccarino .....	Rockwell International
Jeff Woods .....	deltaComm Development	Troy Getty .....	Integrated Solutions, Inc.
Jim Appleby .....	The Business BBS	Dr. Vinton Cerf .....	The Internet Society
Jim Harrer .....	Mustang Software, Inc.	Ward Christensen .....	CBBS/Chicago
Jim Lee .....	BCS Communications	Wess Kussmaul .....	The Village Group
Jim Maxey .....	Event Horizons		

*"Both of the ONE BBSCON shows to date have provided valuable insights into what is clearly an emerging industry. Now that the Information Super Highway is a well established media phenomenon, I expect that those in the know will find ONE BBSCON as valuable to participate in the new revolution as COMDEX has been to those who participated in the PC revolution."*

**David Whittle**  
**IBM**

This year, a special bank of personal computers wired for both direct dial modem connections and Internet Protocol LAN connectivity will allow you to leave a session and immediately go try out the techniques and services demonstrated.

To make it easier to select those sessions most pertinent to your own interests, the sessions are organized thematically into "tracks" that assure minimal session



conflict within tracks. You are entirely free to select sessions at your leisure from any or all tracks as you wish.

## ENTREPRENEURSHIP ON THE INFORMATION HIGHWAY - HOW TO RUN A BBS FOR PROFIT

Traditionally one of the popular tracks at ONE BBSCON, this series of seminars focuses on the topic of entrepreneurial activities in the online world. The current expansion of the Internet and opening of the Internet to commercial operations promise to make this track even more popular as many attendees express a strong interest in leaving the corporate job mill to start their own entrepreneurial business from home using online technologies. Sessions cover some of the basic business functions of a successful online enterprise including how to attract callers, build a sense of community, what callers do online, how to price services and more. But it also includes some of the common problems of obtaining credit card merchant status to take MC and Visa payments, direct mail promotion, business plans, funding and more. Sessions are given by people who have operated financially successful bulletin boards as their sole means of income. And many of the most popular of these feature panel discussions where operators of such bulletin boards as EXEC-PC, Aquila BBS, PC-Ohio, Databank, Bruce's Bar&Grill, Invention Factory, Executive Network, and others answer audience questions regarding how they built their single line BBS into a thriving home-based business grossing as much as \$1 million per year.

## SURVEY OF BBS SOFTWARE PLATFORMS

The most common question asked by those considering putting BBS technology to work for their business, their school, their governmental department, or for their own entrepreneurial activity is "Which BBS software should I use?" Unfortunately, there is no short answer. The range of applications that employ BBS technology, and the range of features provided in different BBS software packages, makes the decision as to "which BBS software" not only one of the most crucial decisions you'll make on the road to a successful implementation, but also the most difficult. ONE BBSCON uniquely provides a forum for researching and comparing BBS packages and technologies head-to-head and side-by-side, allowing you to talk directly with the authors and developers of virtually ALL the popular BBS software packages used today. In this track, each BBS software developer provides an introductory session providing an overview of features and applications for which their package is best suited. There isn't another opportunity anywhere on the planet to do this type of comparison. As a result, this track has been very popular with corporate/government attendees tasked with "picking the right one."

The track further splits into detailed tracks for each popular package, demonstrating particular techniques

on making the Internet connection, providing graphical interfaces, and introducing the wealth of third-party add-on modules and utilities available for each package. For existing BBS operators, these comprise virtually "mini-conventions" and work shops to learn the latest techniques and master the tools to improve their BBS operations.

## THE INTERNET - CONNECTIVITY AND FUNCTIONS

The Internet has grown to connect over 2,217,000 computers on some 20,000 local area networks, creating the largest global network for data in history. This is a key part of the National Data SuperHighway so much in the press these days. At last years' ONE BBSCON, Dr. Vinton Cerf, president of the Internet Society and one of the original inventors of the TCP/IP protocol suite, characterized the individual BBS systems as the future "Gutenberg Press" of the Internet, and indeed PC-based BBS packages promise to be absolutely the most cost effective means of hosting your own Internet site. This year, virtually every BBS software vendor is planning product introductions that will allow you to connect a low-cost PC-based bulletin board system to the Internet for ftp, telnet, and e-mail access at dollar figures unheard of previously in the Internet community. How to connect a BBS to the Internet is currently the hottest question out there among existing BBS operators, and of serious interest to those looking for an inexpensive method of establishing a presence on the Internet using a PC in a closet.

This track includes sessions describing the Internet generally, and working toward more specific uses of the UUCP dial-up protocol, SLIP, PPP, 56KB IP connections, T1 connections, telnet, ftp, Mosaic and World Wide Web, Gopher, the domain name system, Archie, and more. Most specifically, it includes detailed sessions on connecting various BBS platforms to the Internet for these services - how to, where to, what to.

This year will be the first time when the BBS software community actually has the solutions. ONE BBSCON will feature full Internet Protocol ethernet connectivity to every booth on the vendor floor, all ses-

このほかにもまだまだいろいろな興味深い講演があったのだが、紙幅の関係でここまでとさせていただきます。とにかく今年のONE BBSCONの展示と講演を通じて感じた大きなトレンドは「インターネット」と「政治関係」であった。「来年は5,000人規模にするよ」というジャック・リカード氏だが、第3回目は一体どんなコンファレンスになるのか、いまから楽しみである。

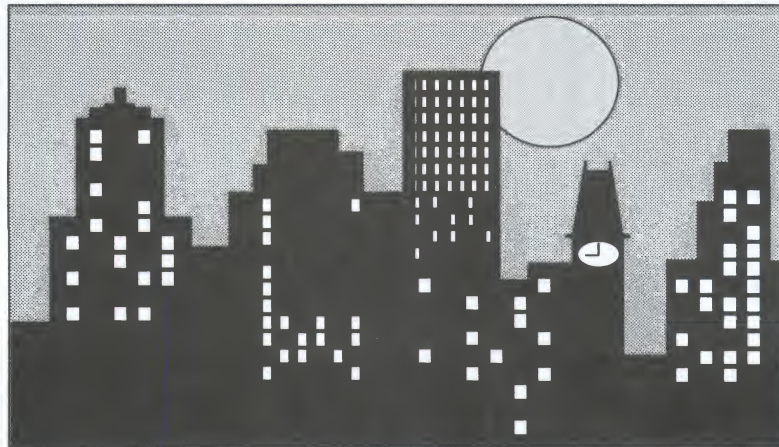
Akira Shinjo  
Pasocom - Tushin Magazine  
Tokyo Japan







Registration  
&  
Hotel Reservation  
for the 3rd Annual  
**ONE BBSCON**



**ATLANTA**  
AUGUST 17-21, 1994

to be held at the INFORUM/Atlanta Market Center  
Headquarters Hotel: Atlanta Marriott Marquis

Complete this form and return it to:

ONE, Inc.  
4255 South Buckley Road # 308  
Aurora, Colorado 80013

Phone: (303)693-5253  
Fax: (303)693-5518







# 1994 ONE BBSCON Hotel Registration Form

## Atlanta Marriott Marquis Hotel

265 Peachtree Center Avenue  
Atlanta, Georgia 30303

ONE, Inc. has arranged for a convention rate at the Atlanta Marriott Marquis for this year's ONE BBSCON and SSS. The rates are also applicable three days prior and three days after the conference dates. Only ONE BBSCON and SSS attendees and their guests are eligible for these rates.

To obtain the convention rate, reservations should be made with ONE, Inc. prior to **July 27, 1994**. After this date rates are no longer guaranteed and reservations taken by the hotel will be on a space available basis at the prevailing rates from the hotel.

Reservations can be made by completing this form and sending it to ONE, Inc by mail or fax. Your hotel reservation will be processed based on the date received. You will receive a confirmation from the Atlanta Marriott Marquis verifying your reservation.

◆◆◆◆ **Room Rate: \$95.00 per night, Single or Double Occupancy** ◆◆◆◆

### RESERVATION INFORMATION: (Please print clearly!)

Full Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Voice: \_\_\_\_\_

Fax: \_\_\_\_\_

(We must have this information to make the reservation.)

Arrival Date: \_\_\_\_\_

Departure Date: \_\_\_\_\_

Room Type: ☐ Single (1 bed, 1 - 2 people)

☐ Double/Double (2 beds, 2-4 people)

Sharing with/Special Instructions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

A credit card is required to guarantee room reservation.

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Return this form to : ONE, Inc., 4255 S Buckley Rd, #308, Aurora, CO 80013 or Fax to (303)693-5518**

Office Use Only: Date Processed: \_\_\_\_\_ Registration No. \_\_\_\_\_



FIRST  
CLASS  
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REQUIRED

ONE, Inc  
4255 South Buckley Road #308  
Aurora, Colorado, 80013







## ONE BBSCON 1993, Vendors

Advanced Systems Research  
Ambisoft  
Association of Shareware Professionals  
BBS Press Service, Inc.  
Boardwatch Magazine  
Boca Research, Inc.  
Bryant Software  
BSDI (Berkeley Software Design, Inc.)  
Business BBS  
The Chicago Computer Broker  
City Limits Software  
CJM  
Clark Development Company Inc.  
Coconut Computing, Inc.  
D'Bridge/Mosaic Press  
DataSafe Publications, Inc.  
deltaComm Development  
DigiBoardDigicom Systems, Inc.  
Digital Dynamics  
Durand Communications Network  
Electronic Card Systems, Inc.  
Electronic Frontier Foundation  
Elite Communications  
EMS  
eSoft, Inc.

EXEC-PC  
Galacticomm, Inc.  
Giffy Enterprises  
GTEK  
GW Associates  
Hacker's World BBS, Inc.  
Hamilton TeleGraphics Inc.  
Hayes Microcomputer Products  
IBM Corporation  
INDEX System, The  
INFO\*SHARE, Inc.  
InfoLink  
Information Access Tech, Inc.  
Integrated Solutions  
Intelisys, Inc.  
InterMail Sales  
Lexicon Computers  
MagiComm, Inc.  
Marketplace, The  
Master BBS Services  
McAfee Associates  
Mid-America Digital  
MMB Development Corporation  
Mustang Software Inc.  
National Shareware Library

Old Colorado City Communications  
Online Access  
Online Communication's, Inc.  
Online Computer Resources  
Online! Computer Information Services  
PAGESAT INC.  
PC Catalog  
PC Information Group  
Planet Systems, Inc.  
Practical Peripherals  
ProStar Computer Corporation  
Quarterdeck Office Systems  
SAGENET  
Searchlight Software  
SF NET  
Shareware Services  
Software @ Work  
Supra Corporation  
TeleGrafix Communications, Inc.  
Tessier Technologies  
U.S. Robotics  
Wantree, Inc.  
Zoom Telephonics  
ZyXEL

sion classrooms, and a bank of terminals for attendees to try out this fascinating new global connectivity. It promises to be one of the hottest topics of the show.

### LEGAL AND SOCIAL ISSUES IN ONLINE SERVICES

The online community comprises a new frontier for human activity and a new byway of commerce for business. But like any frontier, it brings up a host of questions of both a legal and social nature. This track deals with issues such as copyright, trademarks, freedom-of-speech, pornography/obscenity, privacy, gender issues online, and the social and legal aspects of doing business in an online world. Led by experienced attorneys such as Lance Rose, Mike Godwin of the EFF, and others who have steered their legal careers into areas dealing with intellectual property and new technologies, this track is particularly helpful in steering clear of legal difficulties encountered in operating an online service of any type.

### EDUCATION AND GOVERNMENT APPLICATIONS OF BBS TECHNOLOGY

Nowhere has the application of BBS technology been more successful than in the government sector, with hundreds of bulletin boards springing up at the federal, state, and local level. Additionally, the education com-

munity has struggled with deploying online technology as an educational tool. Again and again, the low cost of BBS applications has proven a winner in these sectors. In this track, successful BBS operators within government and education share the techniques used to fund, install, and operate successful bulletin boards to fill the mission of their organization.

### TECHNOLOGY TRACK

The online community is founded on, and continues to deploy the latest in communications technologies to the advantage of individual callers. This track examines high speed modems, Integrated Services Digital Networks (ISDN), Direct Broadcast TV, Cable TV, X.25 networks, for connecting callers to online services. It also delves into areas such as graphical interfaces, mail utilities, and other areas of development in bulletin boards.

### GENERAL CONNECTIVITY TRACK

A big area of interest in the BBS community revolves around the various means of connecting bulletin boards to each other. This track examines the history, technology, and future of various BBS networks such as the International FidoNet, RIME, ILINK, other QWK networks, and more.

### BUSINESS APPLICATIONS OF BBS TECHNOLOGY

This track provides sessions on various business applications of BBS technology such as product support bulletin boards, online sales services, special topic information services, internal company communications,

*"We participate in tradeshows like ONE BBSCON to build awareness of our leadership position in the modem industry. Our presence and ad in the ONE BBSCON show guide clearly increased our visibility to attendees last year, so we'll be back this year!"*

**Julie Seymour**  
**Rockwell International**



LAN extension, online databases, shopping online, and more.

## SUMMER SHAREWARE SEMINAR

This year, ONE BBSCON is most pleased to host the Summer Shareware Seminar, sponsored by Ziff Davis Interactive. Each June for the past three summers, this convention has brought together professional software developers and vendors who use the shareware software distribution technique to market and distribute quality software products. Successful shareware entrepreneurs share the secrets of how to succeed in developing, marketing, and promoting software starting with little capital, into a successful software company.

The symbiotic relationship that has always existed between shareware authors and BBS sysops makes a joint gathering of ONE BBSCON and SSS the perfect opportunity to bring these two very entrepreneurial groups together. Learn how to turn your software program into a financially successful product, by hearing from the Shareware industry stars who've done it successfully. For more information about the SSS panels and programs, contact Jerry Olsen, Program Advisory Chairman at (312)939-3300 or Tom Barrett, ZDI at (617)252-5127.

## VENDOR EXHIBITS

In addition to educational sessions, ONE BBSCON provides a unique opportunity to "shop" the wares of various technology vendors. As ONE BBSCON has grown, it has become the "mark" to have new product introductions and rollouts "ready for ONE BBSCON." As a result, many exciting new products make their very first appearance at ONE BBSCON. Last year, for example, Hayes rolled out their first 28.8 kbps VFC modems at ONE BBSCON months before making a splash at COMDEX with this new technology.

Additionally, in a bid to enlist the early adopter class BBS operators traditionally represent, and harness the information engine provided by several thousand BBS operators who are in DAILY contact with a cumulative mass of several MILLIONS of online callers, vendors have traditionally sold product directly at ONE BBSCON, and done so at extremely attractive "show discount" prices.

*"We initiated more strategic alliances - and closed more actual sales dollars - at BBSCON than at any other trade show event, including COMDEX"*

**Scott J. Brinker**  
President/CEO  
Galacticomm, Inc.

### Past winners of the Dvorak Award include:

**Ward Christensen** - for development of the XMODEM file transfer protocol, the first protocol widely used with personal computers.

**Ward Christensen and Randy Seuss** - honored for developing the first electronic bulletin board system in February, 1978

**Tom Jennings** - honored as founder of the International Fido Network

**Chuck Forsberg** - for development of the Zmodem file transfer protocol.

**Phil Katz** - for development of the Pkzip file compression/archive software.

**Tom Smith** - Datastorm Technologies, Inc. Procomm for Windows terminal software.

**John Friel III** - Mustang Software, Inc. Qmodem terminal software package.

**The Whole Earth 'Lectronic Link** - (The Well) was awarded a technical excellence award for best online conferencing system.

**Channel 1 BBS** - for best general interest BBS

**The Electronic Frontier Foundation** - for service to the online community

**Marshall Dudley** - for development of the doorway program used by many bulletin boards to run third party software programs with their bulletin board.

**Rockwell Design Team** - for development of the first single package v.32/v.32 bis modem chipset, currently used in hundreds of different modem designs.

**Dennis C. Hayes** - President, Hayes Microcomputer Products, Inc. Lifetime Achievement Award

**Dr. Vinton Cerf** - Internet - Outstanding International Connectivity

**Motorola Codex** - Outstanding Hardware Contribution-V.Fast Technology

**John Markoff** - The New York Times - Outstanding Reporting in Telecommunications

**Microcom - Gregory Pearson and MNP1- Cellular Modem Technology** - Outstanding Software/Firmware Contribution

**Aquila BBS** - Outstanding BBS Organization Features, and Design

**J. Owen Greeson** - Outstanding Ongoing Software Contributions

**DNIS - Data Port Network - Information System** - Outstanding BBS Gateway to Multiple Information Services

**TeleGrafix Communications, Inc.** - Outstanding Advanced BBS Graphics Standard

**Tim Stryker** - Consensus Systems Inc. - Outstanding Social/Political Contribution Online



ONE BBSCON



ATLANTA  
AUGUST 17-21, 1994

BAKER STREET

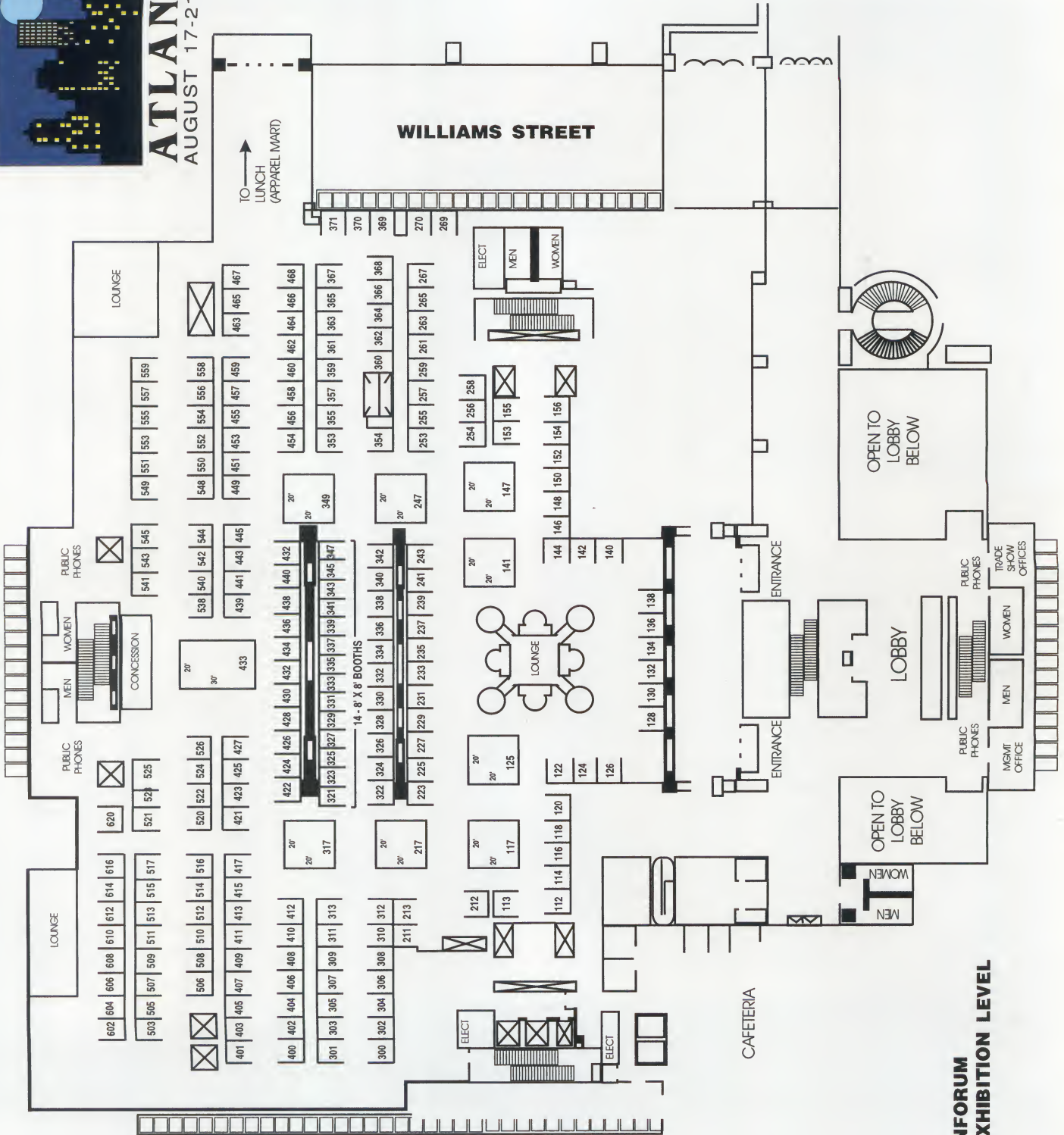
TECHWOOD DRIVE

WILLIAMS STREET

HARRIS STREET

INFORMUM  
EXHIBITION LEVEL

TO  
LUNCH  
(APPAREL MART)





The result looks more like "shopping frenzy" than a traditional vendor display floor with many attendees noting that they pay the expenses for their entire trip with the savings on needed modem, hardware, and software purchases made on the show floor.

This year, the Atlanta Market Center INFORUM provides us with over 100,000 square feet of vendor floor space with a booth capacity of some 250 10X10 display units. And given the success at the previous two ONE BBSCON conventions, we expect to fill them early with some of the most innovative product developers, and exciting new communications products available on the market. Additionally, the vendor floor will open earlier this year, on Thursday afternoon, providing a full 2 and 1/2 days of vendor floor displays.

At ONE BBSCON 1993, vendors occupied some 135 booths and sold over a million dollars worth of product in two days.

To find out how your company can become an active player at this year's ONE BBSCON, call (303)693-5253.

## HOSPITALITY SUITE PROMENADE

Vendor hospitality suites are traditionally a big part of ONE BBSCON evening activities and a key opportunity for sysops to meet with vendors in an informal setting. Vendors sponsor hospitality suites throughout the event.

But continuing a tradition from the original ONE BBSCON '92, we will also feature a more organized "Hospitality Promenade" on Friday evening, August 19th, 1994 on the 10th floor of the Marriott Marquis Hotel. This will be a series of hospitality suites occupying the entire floor surrounding an atrium where attendees can freely visit from one hospitality suite to another around the floor. This has been a very popular feature at past ONE BBSCON's and provides an excellent opportunity to view additional product demonstrations and visit with vendors and other attendees.

## DVORAK AWARDS BANQUET

Another of the more popular features of ONE BBSCON is the Dvorak Awards for Excellence in PC Communications. Sponsored by PC Magazine and Boardwatch Magazine columnist John C. Dvorak, this award recognizes significant contributions in the field of personal computer communications.

This year's awards will be co-sponsored by Hayes Microcomputer Products, Inc. and presented at a special awards banquet scheduled for Saturday evening, August 20th, 1994 at 7:00 PM. This awards banquet is an optional dinner event priced at \$36 per person (advanced registration, \$49 at the door). Register for this early as seating is limited to 1350 attendees.

## SHAREWARE AWARDS BANQUET

In addition to the Summer Shareware Seminar educational sessions designed specifically for Shareware Software developers, Ziff's PC Magazine editorial staff is also hosting a special Shareware Awards Banquet to honor software representing the very best products developed and marketed via the Shareware distribution channel.

These awards will be presented at a special ZDI/PC Magazine Shareware Awards Banquet scheduled for Friday, August 19th, 1994 at 7:00 PM. This is an optional dinner event priced at \$30 per person. Seating is limited.

## CONVENTION REGISTRATION

To register for the ONE BBSCON and SSS, simply fill out the attached registration form and either mail or fax it to ONE, Inc. You may complete this registration form by modem by calling the ONE, Inc. BBS at (303)693-5432. Registration will also be accepted by telephone by calling the ONE, Inc. office at (303)693-5253.

The registration fee for the ONE BBSCON and the SSS is \$325 which includes all meeting sessions and materials, admission to the exhibit areas, lunch on the three full days of the convention, and coffee breaks. Early registration is strongly recommended. Registration will be processed based on the date that the completed registration form and full payment is received. There is a discount of up to \$150 for early registration as follows:

On or before May 1	\$175 per person
May 2 - August 1	\$250 per person
After August 1	\$325 per person

**CANCELLATION POLICY:** Refunds, less \$50 processing fee, will be issued to WRITTEN requests received by July 27, 1994. Absolutely no refunds after July 27, 1994. No refunds for "no-shows" to the conference.

*"Por segunda vez, la conferencia ONE BBSCON, organizada por la empresa ONE INC. logro reunir a miles de operadores de sistemas que durante cuatro dias compartieron una amplia variedad de actividades. El evento incluyo una completa sesion de conferencias y una exposicion con decenas de stands. El numero de asistentes se calculo en 2,000 y para la proxima conferencia en 1994 esperan contar con 4,000."*

**Javier Matuk**  
PC-Semanal  
Mexico City



## HOTEL RESERVATIONS

ONE, Inc. will serve as the housing bureau for the 1994 ONE BBSCON and SSS and will make reservations at the Atlanta Marriott Marquis until July 27, 1994. the convention rate of **\$95**, (single or double occupancy, plus 13% tax) is available to ONE BBSCON attendees and their guests, and cannot be made until you are registered for the conference.

On July 27, 1994, the rooms blocked for the conference will be released back to the Marriott. At that time, all reservations, changes, and cancellations will be taken by the Marriott directly. Prior to that date the hotel cannot take room reservations for the ONE BBSCON.

Please direct all inquiries regarding room reservations to:

**Peg Coniglio**  
ONE, Inc.  
4255 South Buckley Road, #308  
Aurora, CO 80013  
Voice: 303-693-5253  
Fax: 303-693-5518  
BBS: 303-693-5432

## LOCATION INFORMATION

Atlanta, Georgia is a unique mixture of the old and new South. Many of the famous Southern traditions are still in evidence in much of Atlanta, now surrounded by the new technologies of industry and communication. Home to such diverse attractions as CNN, World of Coca-Cola, Underground Atlanta, the Fox Theater, and the Georgia Dome, Atlanta offers something for everyone.

The Atlanta Market Center consists of four contiguous buildings, including the Atlanta Merchandise Mart, Atlanta Apparel Mart, INFORUM and the Atlanta Gift Mart. Both the INFORUM/Atlanta Market Center and the Atlanta Marriott Marquis are conveniently located in Downtown Atlanta's Peachtree Center.

## TRAVEL AGENCY

Travel arrangements can be made through ACS WORLD TRAVEL, Denver, Colorado Call ACS between 8:30 am and 5:00 pm Mountain Time:

Within the U.S.: **800-234-3453** or **303-871-9600**  
From Canada: Please call collect.  
Fax: **303-871-9658**

Please provide a credit card number, arrival and departure dates, and frequent flyer numbers. Your ticket will be promptly mailed to you. Each passenger ticketed by ACS World Travel will have automatic \$100,000 life insurance.

## GROUND TRANSPORTATION

**To Atlanta Marriott Marquis:**  
**From Atlanta Hartsfield International Airport:**

**by car:**

Take I-75/85 North to International Boulevard (Exit 96). Turn left onto International Boulevard. Go to Peachtree Center Avenue, turn right. Proceed two blocks. hotel entrance is on right.

**by MARTA** (Atlanta's rapid rail system):

Take the MARTA from the baggage claim area within the Atlanta airport terminal to the Peachtree Center, Market Center exit. The Atlanta Marriott Marquis is located at 265 Peachtree Center Avenue, two blocks from the stop. Fare is **\$1.25**. Ride takes approximately 20 minutes.

**To INFORUM:**  
**From Atlanta Hartsfield International Airport:**

**by car:**

Take I-75/85 North to International Boulevard (Exit 96). Turn left onto International Boulevard. go to Williams Street, turn right. Proceed two blocks, turn left on Baker street, and parking entrance is located to the left under the INFORUM.

**by MARTA** (Atlanta's rapid rail system):

Take the MARTA from the baggage claim area within the Atlanta Airport terminal to the Peachtree Center, Market Center exit. Fare is **\$1.25**. An aerial walkway inside the Merchandise Mart will lead to the INFORUM. Ride takes approximately 20 minutes.

## SPECIAL NEEDS TRANSPORTATION

Thornhill Medical Services  
1381 Hendrix Ave  
East Point, GA 30344  
**404-766-7719**

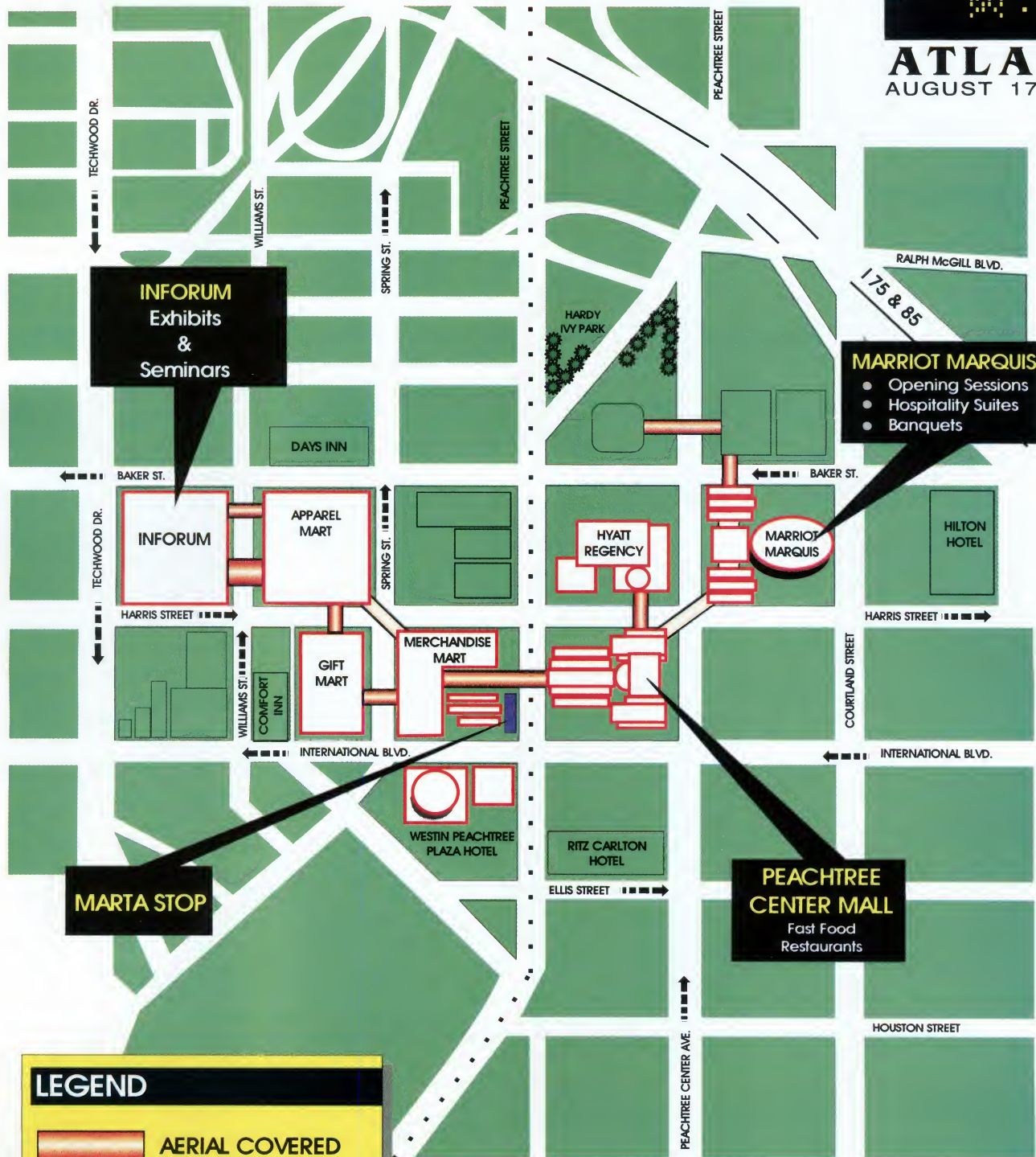
Travel Care, Inc.  
71 Southern Goolf Ct  
Fayetteville, GA 30214  
**404-994-7200**

*I did four shows, including corporate shows, and the response from the ONE BBSCON was by far the best of all.*

**Bob Baskerville**  
**MMB Development**



# Atlanta Market Center



Enclosed aerial walkways provide direct access from the Atlanta Market Center to leading hotels, restaurants, and shopping.





## Registration



## Hotel Reservations

Peg Coniglio  
ONE, Inc.  
4255 South Buckley Road  
Suite 308  
Aurora, Colorado 80013

Voice 303-693-5253  
Fax 303-693-5518  
BBS 303-693-5432

## Registration Fees

Up to May 1, 1994 \$175  
May 2 - Aug.1, 1994 \$250  
After August 1, 1994 \$325

## Travel Arrangements

ACS World Travel  
2255 South Broadway  
Denver, Colorado 80210

Voice 800-234-3453  
International 303-871-9600  
Fax 303-871-9658

